

# **National Action Plan for Energy Efficiency Year Two Work Plan**

## **INTRODUCTION**

The National Action Plan for Energy Efficiency (National Action Plan) has made tremendous progress in its first year. More than 50 leading organizations representing diverse stakeholders have come together in a Leadership Group upon the invitation of co-chairs Diane Munns, President of NARUC and member Iowa Utilities Board, and Jim Rogers, President and CEO of Duke Energy. The Leadership Group reviewed and identified barriers limiting greater investment in cost-effective energy efficiency, developed five key recommendations for overcoming these barriers and increasing investment in energy efficiency, made commitments to pursue these recommendations and take energy efficiency to the next level in their organizations, and encourage additional organizations to make commitments. Building upon the tremendous progress made in the first year, this document outlines the second year work plan for the National Action Plan, which will continue to be facilitated by US EPA and DOE.

In addition to an overview of Year One activities, this document includes:

- Objectives for the year two work plan
- Project areas for the year two work plan

A preliminary work plan was distributed in October, 2006 for input from the Leadership Group. EPA contacted the Leadership Group and received detailed comments from nearly two-thirds of the members. The comments collected by EPA have been incorporated into this updated version of the Year Two Work Plan. The work plan is a living document and will evolve as the Leadership Group learns from experience and opportunities for new activities arise.

## **OVERVIEW OF YEAR ONE**

The Leadership Group – a diverse, multi-stakeholder group of electric and gas utilities, their state regulators, other state policy makers, consumer advocates, energy end-users and others -- was formed in Fall 2005 to develop the National Action Plan for Energy Efficiency. The Leadership Group was brought together under two co-chairs, Jim Rogers, President and CEO of Duke Energy, a prominent representative of the utility industry and Diane Munns, President of NARUC and member Iowa Utilities Board, a prominent representative of the public utility regulators. The goal of the Leadership Group as determined in its first meeting is to

***create a sustainable, aggressive national commitment to energy efficiency through gas and electric utilities, utility regulators, and partner organizations.***

The Leadership Group agreed on this goal recognizing the significant economic and environmental benefits that energy efficiency can offer, that utilities and regulators have critical roles in creating and delivering energy efficiency programs to their communities and that success requires the joint efforts of the customer, utility, regulator, and partner organizations.

By the end of the first year, the Leadership Group has:

- Reviewed key barriers limiting greater investment in cost-effective energy efficiency as well as policies and programs that have been used around the country to overcome these barriers and capture the economic and environmental benefits that energy efficiency can offer.
- Developed the National Action Plan for Energy Efficiency which advances five recommendations for removing the barriers to cost-effective energy efficiency and which can be pursued by utilities, their regulators, other policy makers, and other organizations. These recommendations are to:
  - Recognize energy efficiency as a high-priority energy resource.
  - Make a strong, long-term commitment to implement cost-effective energy efficiency as a resource.
  - Broadly communicate the benefits of and opportunities for energy efficiency.
  - Promote sufficient, timely, and stable program funding to deliver energy efficiency where cost-effective.
  - Modify policies to align utility incentives with the delivery of cost-effective energy efficiency and modify ratemaking practices to promote energy efficiency investments.

The National Action Plan Report which presents the rationale and information behind these recommendations is available at [www.epa.gov/cleanenergy/eeactionplan.htm](http://www.epa.gov/cleanenergy/eeactionplan.htm).

- Developed a set of recommendations for organizations to consider as they seek to implement the National Action Plan recommendations. These recommendations are based upon the policies, practices, and efforts of many organizations across the country as ways to overcome many of the barriers that have limited greater investment in programs to deliver energy efficiency to customers of electric and gas utilities. These recommendations may be pursued through a number of different options, depending upon state and utility circumstances.
- Joined with others to announce more than 80 public statements and commitments to advance energy efficiency through the National Action Plan recommendations. Examples of commitments made by organizations include:
  - Establishing state-level collaborative processes to explore how best to increase investment in energy efficiency.
  - Investigating increasing the funding available to pursue cost-effective energy efficiency.
  - Conducting formal investigation on ways utilities can remove the link between revenues and sales volume.
  - Including energy efficiency on a consistent and comparable basis with supply-side resources in future resource planning activities.
  - Meeting specific energy savings goals within the range of 10-35 percent.
  - Providing resources to promote the recommendations from the Action Plan at speaking engagements and other education opportunities.
  - Proactively educating consumers on the benefits of greater energy efficiency.

Public statements and commitments received to date are available at [www.epa.gov/cleanenergy/eeactionplan.htm](http://www.epa.gov/cleanenergy/eeactionplan.htm).

## PROPOSED OBJECTIVES FOR YEAR TWO

Building on the substantial progress and foundation laid in the first year, this work plan has been developed to achieve the following objectives. Details for implementing the objectives follow:

- **Assist leading organizations in achieving the commitments they have made to advance the Action Plan and energy efficiency so they can report on meaningful progress by summer 2007.** It is a priority to provide assistance to the organizations that have made commitments through the Action Plan. DOE and EPA will work with the Leadership Group and others to assess, inventory, develop, and share the tools, materials, and other resources that are most effective in assisting organizations in achieving their commitments.
- **Engage more organizations in making commitments to advance the Action Plan by summer 2007.** In order to take the framework of the Action Plan to the next level, it is important to engage additional organizations in understanding the benefits of cost-effective energy efficiency, the types of programs that can successfully deliver energy efficiency services, and in making their own commitments to advancing the Action Plan.
- **Develop new materials to support implementation of the Action Plan recommendations.** Additional energy efficiency materials will help organizations successfully consider the range of options available for implementing the recommendations of the Action Plan. Key materials include:
  - An overview and a more specific analysis of mechanisms for pursuing utility revenue stability and incentives for successful delivery of energy efficiency.
  - Review of effective energy planning and procurement processes that treat energy efficiency as a resource.
  - Materials for educating organizations and consumers more broadly on the benefits of energy efficiency.
  - Guide book for conducting energy efficiency potential studies.
  - Documenting and sharing information on robust and effective methods for measuring and verifying energy savings and load reductions from energy efficiency programs.
- **Explore approaches to address demand response.** Examine and determine how to expand and enhance Action Plan to include demand response.
- **Measure and report on progress of the Action Plan.** By the end of this next year we will need to show real results from the more than 80 commitments made upon the announcement of the National Action Plan. We will work to establish a set of metrics for measuring and reporting on the progress of the Action Plan and will schedule two meetings that will include, among other elements, the opportunity to assess and report on progress. At the end of this next year, we will issue a progress report on the Action Plan implementation and accomplishments, as well as highlight the number of new commitments to advancing energy efficiency.
- **Recognize leadership.** EPA and DOE will be looking to recognize each of the organizations that make a strong commitment to advancing the Action Plan and that achieve key

milestones. EPA and DOE are looking to the summer of 2007 for a major recognition event for participants in the Action Plan.

More detail on these proposed work areas is provided below.

## PROPOSED PROJECT AREAS FOR YEAR TWO

Specific activities include:

**1. Assist leading organizations in achieving the commitments they have made to advance the Action Plan and energy efficiency so they can report on meaningful progress by summer 2007.** The following activities are proposed in support of the commitments that organizations have made. The efforts include:

- Develop and maintain resource lists and documents relevant to the key policy issues on revenue stability, energy planning, and rate design. These resource lists will be available on the Action Plan web site in Spring 2007 and will be periodically updated.
- Develop sample education briefings for use by Leadership Group members on:
  - Overview of Action Plan, Recommendations, Benefits, and Next Steps.
  - The business case for energy efficiency.
  - Addressing energy efficiency in utility energy planning.
  - Revenue stability and incentives for energy efficiency.
  - Customer benefits from best practice energy efficiency programs.

### Schedule:

Draft education briefings completed	January 2007
Leadership Group review and provide comments	February 2007
Final education briefings completed	March 2007

- Develop sample state workshop materials for state utility commissions based on recent state energy efficiency workshops.

### Schedule:

Draft completed	January 2007
Leadership Group review and provide comments	February 2007
Final sample state workshop materials completed	March 2007

- Develop sample state utility commission energy efficiency docket information.
  - Sample Commission energy efficiency workshop agenda.
  - Sample issuances to initiate docket process to investigate/explore energy efficiency.

### Schedule:

Draft completed	January 2007
Leadership Group review and provide comments	February 2007
Final sample docket information materials completed	March 2007

## 2. Expand the organizations participating in the Action Plan through a Sector-Specific Collaborative on Energy Efficiency

The second year of the National Action Plan provides an opportunity to explore cost-effective energy efficiency in greater depth and with a broader group of end-use sectors. A sector-specific collaborative will bring this broad set of end-users and utilities together to:

- Develop a common understanding of the potential for cost-effective energy efficiency available today.
- Explore options for additional savings that may be available through new technologies and best practice energy efficiency programs over the next five to ten years.
- Review the energy use of typical buildings and facilities of these end-users and document the savings possible through a variety of utility or other sponsored energy efficiency programs.
- Explore new commitments to energy efficiency and the recommendations of the Action Plan.
- Explore sector-specific opportunities to broadly educate the public on the benefits of energy efficiency and the actions individuals and organizations can take.

Approach:

- **Form Design Team.** Form a Design Team of 20 - 25 organizations which represent gas and electric utilities, successful energy efficiency programs, identified end-use sectors, emerging technologies, and others. The Design Team will meet in January 2007 to refine the scope and outcomes of the collaborative, help to ensure outreach to proper stakeholders, set agendas, and outline supporting materials that need to be developed.
- **Background Research.** Develop a toolbox of background information and technologies for Design Team to consider when designing the strategy for the sector collaborative.
- **Key Sectors.** Engage 5 key sectors and facilitate one broad collaborative. End use sectors that will be targeted include: hotel chains, commercial real estate, municipalities, general retail, and regional grocers. The collaborative will aim to have 5 or more organizations from each of the 5 target sectors participate.
- **Recruit Participants.** Participants will be selected to represent a range of utilities and end-users, experience with energy efficiency, and geographic diversity. The collaborative will bring together a total of 50 – 80 organizations.
- **First Collaborative Meeting.** First meeting of the collaborative will take place in April 2007. Event will be 1-2 day meeting allowing time for all participants to meet together and at a sector-specific level as found to be necessary. Meeting will be an opportunity to design and provide feedback on new tools, share information on best practice energy efficiency programs, learn about the latest technologies, and design new commitments to advance energy efficiency
- **Conference Calls.** Collaborative members will participate in series of conference calls to move forward on the recommended next steps coming out of the Launch event. Calls may cover new technology research, for gathering feedback on new tools, or for providing assistance to develop commitments to advance energy efficiency.
- **Announce New Commitments.** Announce first round of commitments made by Collaborative participants at the Summer/Fall Leadership Group Meeting.

- **Final Collaborative Meeting.** Participants will meet for a final meeting in October 2007 to review draft tools and research developed through the collaborative and announce progress to develop or adopt new energy efficiency programs.

Schedule:

Invite Design Team members	December 2006
First Design Team meeting	January 2007
First Sector Collaborative meeting	April/May 2007
Develop draft supporting documents and tools	May-September 2007
Series of conference calls	May-September 2007
Final Sector Collaborative meeting	Summer/Fall 2007
Final supporting documents and tools	September 2007
Announce new commitments	September 2007

### 3. Undertake efforts to support key recommendations of the Action Plan

Key work areas include:

- **Examination of Utility Rate Revenue Stability Mechanisms and Incentives.**  
Additional work is necessary in support of the fifth recommendation on the Action Plan – Modify policies to align utility incentives with the delivery of cost-effective energy efficiency. Traditional ratemaking approaches link a utility’s financial health to the volume of electricity or natural gas sold via the ratemaking structure, creating a disincentive to investment in cost-effective demand-side resources that reduce sales. Alternate financial incentive structures can be designed to encourage utilities to actively promote implementation of energy efficiency when it is cost effective to do so. A white paper will be developed to outline and analyze multiple mechanisms for pursuing utility revenue stability and incentives for successful delivery of energy efficiency.

Approach:

- High-level Outline of the Barriers to Energy Efficiency
  - High-level explanation of key utility ratemaking/revenue requirement terms and barriers
  - High level discussion of how utility earnings relate to investment in capital and throughput and how investments in efficiency programs do not offer similar earnings (include discussion of O&M recovery versus rate-of-return on invested capital, and how this relates to fixed costs over sales volume)
  - Discussion of key issues, including rate case timing, forecasts to sales, etc.
  - Discussion of key differences for public versus private utilities, gas versus electric, those in restructured versus non-restructured markets
- Analyze mechanisms of revenue stability and incentives that have been used in the past, as well as detailed analysis of case studies for each mechanism. For each mechanism, include steps that are necessary for implementation. (including: positive and negative aspects of each mechanism; benefits and risks of each approach; documentation of key characteristics [timing of adjustments and rate cases, customer classes])
  - Ratemaking mechanisms

- Performance-based rate making
- Decoupling
- Rate Adjustment Mechanisms
- Straight-fixed variable
- Incentives: Funding and cost recovery of energy efficiency programs
  - Funding options - Public-benefit funding / system benefit charges
  - Rate-basing
    - Expensing
- Shareholder incentive mechanisms
  - Energy efficiency targets
  - Shared savings approaches
  - Rate of return premium for performance
- Research case law, statutes, and code that led to state Commission activity to address revenue stability.
- Discuss options for new methods of revenue stability

Schedule:

Author/s selected and funding in place	January 2007
Detailed outline completed	March 2007
Draft completed	May 2007
Leadership Group review and provide comments	June 2007
Final revenue stability paper	July 2007

- **Paper on Energy Resource Planning and Procurement Processes.** A variety of successful processes are used to integrate energy efficiency in resource planning and to facilitate the effective procurement of cost-effective energy efficiency. This paper will provide a 'How-to-Guide' that walks through important methodology and data input assumptions for incorporating energy efficiency in the resource planning process. The paper will include both important considerations of methodology, and provide a resource that lists important sources of data that are commonly used to develop the necessary data and information.

Approach:

- Key methodology points and their pros and cons:
  - Load Forecasting
  - Market Price Forecasting
  - Estimating economic potential
  - Defining cost-effectiveness
  - Estimating impacts for different energy efficiency measures
  - Estimating net-to-gross ratios
  - M&V to verify results and feedback into program planning
  - Emerging approaches for more fully incorporating EE in planning
  - Procurement of energy efficiency services and savings
  - Standardization of reporting, forecasts, and results
- Key inputs and available data sources



- Each of the steps in developing an IRP process that incorporates energy efficiency will involve input assumptions. In many cases, the methodology to choose to complete a particular task will depend on the available information. This section will describe the major input assumptions and potential sources of data to fill in this information.

Schedule:

Draft completed	March 2007
Leadership Group review and provide comments	March/April 2007
Final Planning and Procurement Processes paper	May 2007

- **Materials for educating organizations and consumers more broadly on the benefits of energy efficiency.** Additional work is necessary in support of the third Action Plan recommendation -- Broadly communicate the benefits of and opportunities for energy efficiency. New materials will be developed, including:
  - Editorial Board Kit that can be used by the Leadership Group to discuss the business case for energy efficiency. This Kit will contain information to assist Leadership Group members in communicating with newspaper Editorial Boards on the Action Plan.

Schedule:

Draft completed	January 2007
Leadership Group review and provide comments	February 2007
Final Report	March 2007

- Building Codes and Energy Efficiency Fact Sheet on the importance of building codes in improving energy efficiency. Building energy codes establish a minimum level of energy efficiency for residential and commercial buildings. This can reduce the need for energy generation capacity and new infrastructure while reducing energy bills. States and municipalities are updating existing codes, adopting new codes, and expanding code programs to improve compliance and achieve real

Schedule:

Draft completed	January 2007
Leadership Group review and provide comments	February 2007
Final Report	March 2007

- **Guidebook for Conducting Potential Studies for Cost-Effective Energy Efficiency.** The Guidebook will include information for policymakers on how to conduct an effective energy efficiency potential study, including key elements, recommended approaches, and data requirements. The Guidebook will also describe possible state agency objectives for conducting an efficiency potential study and outline three levels at which efficiency studies can be conducted. It will offer insights for states on how to characterize and apply findings of potential studies, including examples of how states can inform the

policy formulation process and maximize their energy efficiency resource potential. The focus is primarily on efficiency potential in the electricity end-use sector.

#### Approach:

- The Guidebook will begin with an overview and background section. This includes a description of what energy efficiency potential studies are (as well as what they're not). It will define terms, explain the value of potential studies, discuss how they can be used to inform planning and policy decisions, and provide caveats about what they don't do and should not be used for.
- The next section will cover the current understanding of efficiency potential. Areas for discussion include the range of results found from potential studies to date, including how and why they vary. It will provide a detailed table of selected studies and their findings, as well as brief references to other studies (possibly in an appendix).
- The section on potential study methods will discuss the basic methods used, data sources, typical cost ranges, and guidance on selecting an approach. It may include recommendations for a rule-of-thumb or screening approach that gives an order of magnitude minimum estimate of energy efficiency potential, and that draws from existing analyses and is based on structure of local economy, spending levels, past experience running efficiency programs.
- The results section will discuss types of results that can be generated, an overview of important considerations, and what level of results can be sufficiently supported by different methods (e.g., a less detailed study may not support measure level or even end-use level results). Finally, the conclusion will summarize the main points, focusing primarily on the value of studies and how to make decisions about what to do, how much to spend, and related considerations.

#### Schedule:

Contractor begins Guidebook	October 2007
Draft completed	February 2007
Leadership Group reviews and provides comments	Feb/March 2007
Final Resource Planning and Procurement paper	March 2007

- **Guidebook on Energy Efficiency Measurement and Verification Protocols.** Effective measurement and verification for energy efficiency is important to many of the Action Plan recommendations. This paper will create a model guideline to document the energy and emission savings associated with energy efficiency programs implemented by states, cities, utilities, or private companies. This model guideline will define a general approach to evaluation and options for preparing the savings calculations. Each jurisdiction (states, utilities, etc.) can select an option or options, as well as a level of rigor, to define their own jurisdiction-specific program evaluation requirements. The purposes of the model guideline are to:

- Provide basic process, technical and policy guidance on evaluation issues and requirements for efficiency resource programs
- Provide a model that can be used by individual jurisdictions (states, utilities, etc.) to establish their own, jurisdiction and program specific, evaluation requirements that are consistent in approach to other jurisdictions' requirements

#### Approach:

#### **Outline for M&V Guidebook on Energy Efficiency**

- Introduction to energy efficiency as a resource, and as an emissions reduction and climate change mitigation strategy
- Scope and uses of this guideline including discussion of potential users and how they might apply it with description of potential applications
- Decision Tree for preparing a jurisdiction specific program guideline
- Overview of evaluation approach and options
- Discussion of evaluation issues and terminology
- Calculating gross energy savings
- Using large scale statistical analysis of energy billing data with and without control groups
- Using M&V Options for sample projects
- Using Quality Assurance Guidelines
- Calculating net energy savings
- Calculating emission savings using emission factors
- Confirming persistence of savings
- Appendix A – Uncertainty, Rigor and Sampling concepts
- Appendix B – Resources and references

#### Schedule:

Form review committee	January 2007
Prepare draft outline and scope	January 2007
Review of draft outline and scope by review committee	February 2007
Leadership Group reviews outline and scope and provides comments	March 2007
Initial draft of protocol completed	April 2007
Review of draft protocol by committee	May 2007
Final M&V Guidebook on Energy Efficiency	June 2007

#### **4. Expand the scope of the Action Plan to additional demand side management options**

The second year of the Action Plan provides the opportunity to expand the components of the Plan to include more energy management options, choices and tools for both electricity providers and customers. A particular focus will be to determine how to incorporate energy efficiency and demand response in complementary ways such that customers have increased tools at their disposal with which to understand, manage and reduce their electricity use.

## 5. Outreach on the Action Plan and its Progress

This includes undertaking outreach and education on the Action Plan and its progress to date, establishing metrics for measuring and reporting on progress in the future and scheduling events to assess and report on progress made under the Action Plan.

- **Action Plan Education.** It is important to educate key stakeholders on the benefits of energy efficiency and the progress of the Action Plan in increasing investment in cost-effective energy efficiency. We will continue to look for opportunities to speak about the Action Plan and arrange for speakers to provide these educational presentations. Meetings where Action Plan presentations are scheduled include:
  - NASEO Annual Meeting, September 2006
  - Association of Energy Services Professionals, Brown Bag, September 2006
  - Midwest Energy Efficiency Alliance, Energy Solutions Conference, September 2006
  - National Council on Electricity Policy, September 2006
  - Indiana Energy Conference, Responding to Indiana's Energy Challenges September 2006
  - NARUC Summer Meeting, November 2006
  - National Conference of State Legislatures Advisory Council on Energy, December 2006
  - Electric Utilities Environmental Conference, January 2007
  - NARUC Winter Meeting, February 2007
  - ASERTTI Annual Meeting, February 2007
  - E Source DSM Executive Council Meeting, March 2007
  - Association of Energy Engineers, GlobalCon, April 2007
  - APPA National Conference, June 2007
  - Association of Energy Engineers, GlobalCon, April 2007
  - E Source Corporate Energy Managers and Utility Key Account Managers Meeting, May 2007
  - ACEEE Summer Study, July 2007
- **Regional Implementation Meetings.** The Leadership Group recommendations serve to spur discussions and action among all key stakeholders, leading to increased investment in energy efficiency. As noted in the Action Plan Report, these recommendations can be pursued through a variety of options, many of which will vary by region. Three to five regional meetings are necessary to bring together all key stakeholders in a region to delve into the specifics (i.e. "nuts and bolts") of the recommendations and options. At the meetings, there will be expert presentations on the recommendations, with a specific focus on those that regional stakeholders have prioritized as key, as well as ample time for peer-to-peer exchange on the implementation of the recommendations. Key outcomes of these meetings will be lessons learned from those that have successfully implemented the recommendations, as well as stakeholder-identified actions for moving the region forward on implementation.

Approach:

- Identify and secure location and date of regional meetings with Leadership Group members and other identified organizations in each region.
- Identify specific recommendations that should be focused on, in consultation with Leadership Group members and other identified organizations in each region.
- Identify all key stakeholders in region that should be invited to participate in meeting.
- With Leadership Group members in each region, extend invitations to all key stakeholders.

Schedule:

Regions identified for meetings	December 2006
First regional meeting	Winter 2007
Additional two regional meetings	Spring 2007
Remaining regional meetings	Summer 2007

- **Progress Metrics.** The goal of the Action Plan is to create a sustainable, aggressive national commitment to energy efficiency through gas and electric utilities, utility regulators, and partner organizations. Achieving this goal will be the result of taking many steps in many parts of the country. The initial commitments of more than 80 organizations across 47 states are a tremendous beginning. Continued success requires reporting on the progress of these commitments and encouraging others to make commitments. Eight metrics will currently be used to track the progress of the Action Plan. These metrics are:
  - Number of new local, state or regional-level collaborative processes.
  - Number of new dockets opened to explore greater use of energy efficiency across the Action Plan recommendations.
  - Number of regulatory decisions and policy directives on the utility, local, state, and regional-level related to utility planning, new/expanded programs, utility ratemaking and revenue requirements, and rate design.
  - Amount of energy or capacity reduction from new energy efficiency targets, new energy efficiency programs, and new utility planning efforts to incorporate energy efficiency.
  - Amount of energy or capacity reduction expected and achieved by end-user commitments to save energy. (track along with total amount with total amount of electricity used, as appropriate)
  - Amount of new funding targeted to energy efficiency.
  - Number of complementary policies adopted (with estimated energy savings where available), such as building codes, appliance standards, and tax and other incentives.
  - Number of new organizations making commitment/s to advance energy efficiency.
- **Progress Assessment Meetings.** Two progress assessment meetings for the Leadership Group are being proposed for the next year of the Action Plan. These meetings will be designed to review commitments to date, review implementation of commitments, allow announcement of new commitments, discuss year three activities, and continue to refine the supporting tools of the Action Plan so as to achieve the overall goal. The two meetings are tentatively scheduled as follows:
  - March 2007 Leadership Group meeting.

- Summer/Fall 2007 Leadership Group meeting.

**6. Recognize Leadership.** The Action Plan is about taking action to advance energy efficiency due to the many benefits it can offer. EPA and DOE will be looking to recognize each of the organizations that make a strong commitment to advancing the Action Plan and that achieve key milestones. While there are a number of opportunities to recognize leading organizations that will be pursued, EPA and DOE are looking to the Summer/Fall of 2007 for a major recognition event for participants in the Action Plan.

Approach:

- Highlight commitments and accomplishments of participants on EPA website
- Work with organizations to develop press releases as they are ready to announce new commitments and accomplishments
- Provide opportunities for leaders to present their work at key meetings
- Design and launch a media strategy to maximize coverage of announcements made at Summer/Fall Leadership Group Meeting.

Schedule:

Highlight accomplishments on EPA website	Ongoing
Work with organizations to put out press releases announcing new commitments	Ongoing
Provide opportunities for leaders to present their work at key meetings	Ongoing
Draft media plan for Summer/Fall Leadership Group Meeting	February 2007
Final media plan for Summer/Fall Leadership Group Meeting	April 2007
Begin collecting data on progress from organizations to prepare announcement for Summer/Fall meeting	June 2007
Media Event announcing progress to date and new commitments	Summer/Fall 2007